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Commission &
Marketing
Advisory
Committee
Meeting
February 27, 2007

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California Travel and Tourism Commission Commission/Marketing Advisory Committee Meeting

Tuesday, February 27, 2007

Marketing Advisory Committee Meeting

Time: 9:30 a.m. to 12:30 p.m.

12:30 p.m. to 1:30 p.m.— working lunch with full Commission

Full Commission Meeting

Time: 1:30 p.m. to 4:00 p.m.



February 27, 2007

Table of Contents

1. **Commission Meeting Agenda/Minutes**
Commission Meeting Agenda – February 27, 2007
Minutes of October 25, 2006
2. **Marketing Advisory Committee/Minutes**
Marketing Advisory Committee Agenda – February 27, 2007
Minutes of October 24, 2006
3. **Advertising/Co-op Marketing**
California Snow Advertising Campaign
Spring TV Campaign
Treasure Hunt Program
California Fun Spots
California HATS, BAGS, and EATS
California Rewards Program Summary
California Wine Country Rewards Program
4. **Publications/Web site**
VisitCalifornia.com Web site
VisitCaliforniaSnow.com Web site
2007 Official California Visitors' Guide and Travel Planner
5. **Communications**
CTTC Publications
CTTC Insight's Online
Media ROI Report
Sampling of CTTC Media Clips
CTTC News Releases
CTTC Story Ideas
2007 New York Media Marketplace
2007 Winter Media Drop
Mexico Trade and Tourism Mission
2007 California Tourism Marketing Excellence Awards
CTTC Community Outreach

6. **Travel Trade**
 - NTA 2006
 - ABA 2007
 - ITB 2006/7
 - POW WOW 2007
 - Australia RFP
 - Mexico RFP
 - Germany Promotions
 - Mexico Promotions
 - U.K. Promotions
 - Mark International Promotions
7. **Research**
 - State Benchmark Survey
 - California 2006 Preliminary Estimates
 - California Snow – Advertising Effectiveness Research – Phase II
 - California Snow – Advertising Effectiveness Research – Phase I
8. **Financials**
 - Financial Report
9. **Rosters/Administration**
 - Travel Policy
 - Travel Claim Form
 - CTTC Rosters
 - Organizational Chart
10. **Miscellaneous**
 - Notes



Communications

Commission Meeting Agenda



CTTC Commission Meeting

Tuesday, February 27, 2007

1:30 p.m. – 4:00 p.m.

Sheraton Grand Sacramento

1230 J St

Sacramento, CA 95814

(916) 447-1700

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and October 25, 2006 Commission Meeting Minutes
- II. Opening Remarks
- III. Executive Director Report
- IV. Strategic Planning and Government Affairs Update
 - a. Consideration of Program Legislative and Regulatory Changes
 - b. Federal Update and Travel Leadership Summit Report
- V. Assessment Program Update
- VI. Marketing Advisory Committee Update – See Marketing Advisory Committee Meeting Agenda
- VII. Nominating Committee Report
 - a. Discussion/Fill Existing Vacancies on Commission
- VIII. Legal Issues
- IX. Financial Report
 - a. Financial Reports
 - b. Other Financial Matters
- X. Other Business
 - a. Tour of California Update
 - b. Safety Road Side Rest Area Update
 - c. CTTC Meeting Dates for 2007
- XI. Public Comment
- XII. Adjournment

**Commission Meeting Minutes
October 25, 2006**

**CTTC Commission Meeting
October 25, 2006
Ritz Carlton, Marina del Rey**

Commissioner MacRae called the meeting to order at 10:40 a.m. Roll was taken and the following Commissioners were present: Commissioners Anderson, Bridwell, Burba, Erskine, Handlery, Jamison, Lawrance, Litrenta, MacRae, Meinhold, Meunier, Netting, O'Modhrain, Sima Patel, Wagnon, Westrope, and Zucker. Commissioners absent included: Commissioners Balestreri, Bilby, Cohn, Conley, Dunlap, Fujiwara, Gregory, Gribbon, Hansen, Kennedy, Klein, Koeberer, McDowell, McPeak, JP Patel, and Running. Others present included: Bob Amano, Kathy Anderson, Jon Armstrong, Troy Cantrell, Lynn Carpenter, Sue Coyle, Jerry Dow, Damon Eberhart, Tracy Garrett, Ed Heidig, Jennifer Jasper, Christopher Jicha, Jean Johnstone, Mike Kvarme, Diane Mandeville, Kristen McClusky, John McMahon, Marc Sapoznik, Barbara Steinberg, Terri Toohey, John Wagnon, Bob Warren, and Susan Wilcox.

Motion by Commissioner Westrope to approve meeting minutes from June 28, 2006. Second by Commissioner Wagnon. Motion unanimously approved.

Executive Director Report

Executive Director Beteta reported on Secretary Wright McPeak's decision to resign as Secretary of the Business Transportation and Housing Agency and thanked her for all of her support and leadership. She recognized the rental car industry for all their work in securing the tourism funding bill.

Strategic Planning and Government Affairs Update

Mike Kvarme reviewed the rental car referendum and timeline. He stated that the referendum will be effective January 1, 2007 and the Commission should start receiving funds from the rental car agencies around February 15, 2007. He reported that the Commission is working on emergency regulations for this new bill to be in place by January 1, 2007. Bob Roberts reported that the Government Affairs Committee will be formally established and will work on the process of language clean-up via a spot bill that will be introduced in the early part of 2007.

Assessment Program Update

Motion by Commissioner Anderson to approve the resolution. Second by Commissioner Erskine. Motion unanimously approved.

Motion by Commissioner Westrope to approve the timeline. Second by Commissioner Wagnon. Motion unanimously approved.

Motion by Commissioner Meunier to approve the Memorandum of Understanding. Second by Commissioner Wagnon. Motion unanimously approved.

Nominating Committee Update

Commissioner Lawrance reported that the Nominating committee met the past Monday and the committee is recommending Commissioner Meunier and Commissioner Litrenta for the Executive Committee. He also reported that the committee will meet again in December to discuss recommendations to fill the existing vacancies on the Commission.

Motion by Commissioner Lawrance to approve Commissioners Meunier and Litrenta to join the Executive Committee. Second by Commissioner Westrope. Motion unanimously approved.

Marketing Advisory Committee Update

See Marketing Minutes

Marketing Advisory Budget is reviewed.

Motion by Commissioner Litrenta to approve the Marketing Budget for FY 06/07. Second by Commissioner Meunier. Motion unanimously approved.

Legal Issues

Nothing reported.

Financial Report

Commissioner Westrope reported that the CTTC has completed another successful audit and has received another unqualified opinion from Moss Adams. She reported that the auditors did not have any reportable conditions.

Motion by Commissioner Westrope to accept the recommendations of Moss Adams consistent with compliance of the law, and to accept the audit as presented. Second by Commissioner Anderson. Motion unanimously approved.

Motion by Commissioner Wagnon to approve the operations budget as reported. Second by Commissioner O'Modhrain. Motion unanimously approved.

Other Business

Tour of California update – Bill Peterson and Amy Robertson reported on the Tour of California program. Bill reported that the Tour of California was explored about four years ago and last year was the first year for the race. He reported that all of the goals set were met on the first year. He reported that this year the amount of coverage will be double last year. The race will broadcast in 40-60 countries.

Upcoming date recommendations for 2007 Commission meetings were reviewed and there will be set dates and locations by end of December.

Public Comment

None

Adjournment

Motion by Commissioner Anderson to adjourn meeting at 2:12 p.m. Second by Commissioner Lawrance. Motion unanimously approved.